

Last Received: 10/25/2012 12:30 PM
Showing Buylines: All Lines

Station	WOOD-TV GRAND RAPIDS, MI.
Advertiser	() .BILL FARMER STATE R
Product	Political
Estimate#	2518
Buyer	Erica Corso
Phone#	
Fax#	

Agency () BUYING TIME
650 MASSACHUSETTS AVE,N.W., SUITE 210
WASHINGTON, DC 20001
Agency C/P1/P2/E 433/438/2518
Flight Dates 10/25/2012 - 11/05/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH	11A-12P	EIGHT WEST	:30	\$75.00	10/25-10/25	0	0	0	\$0.00	
	Rating: 0.8											
	2	F	11A-12P	EIGHT WEST	:30	\$75.00	10/26-10/26	0	0	0	\$0.00	
	Rating: 0.8											
	3	M	11A-12P	EIGHT WEST	:30	\$75.00	10/29-10/29	0	0	0	\$0.00	
	Rating: 0.8											
	4	TU	11A-12P	EIGHT WEST	:30	\$125.00	10/30-10/30	1	1	1	\$125.00	
	Rating: 0.8											
	5	W	11A-12P	EIGHT WEST	:30	\$75.00	10/31-10/31	0	0	0	\$0.00	
	Rating: 0.8											
	6	TH	11A-12P	EIGHT WEST	:30	\$125.00	11/01-11/01	1	1	1	\$125.00	
	Rating: 0.8											
	7	F	11A-12P	EIGHT WEST	:30	\$75.00	11/02-11/02	0	0	0	\$0.00	
	Rating: 0.8											
	8	M	11A-12P	EIGHT WEST	:30	\$125.00	11/05-11/05	1	1	1	\$125.00	
	Rating: 0.8											
	9	TH	3P-4P	DOCTORS	:30	\$125.00	10/25-10/25	0	0	0	\$0.00	
	Rating: 1.1											
	10	F	3P-4P	DR OZ	:30	\$250.00	10/26-10/26	1	1	1	\$250.00	
	Rating: 1.1											

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	121	M	11P-1135P	NEWS AT 11P	:30	\$1,450.00	11/05-11/05	1	1	1	\$1,450.00	
Rating: 4.5												
	122	TU	8P-10P	THE VOICE/RESULTS	:30	\$4,000.00	10/30-10/30	1	1	1	\$4,000.00	
Rating: 4.5												
	123	F	430A-459A	DR OZ	:30	\$50.00	10/26-10/26	1	1	1	\$50.00	
Rating: 1.1												
	124	SA	8P-11P	SAT PRIME ENCORES	:30	\$550.00	10/27-10/27	2	1	2	\$1,100.00	
Rating: 3.3												

---REPORT TOTALS---

Report Totals: 65 / \$44,425.00

---SALES MONTHLY TOTALS---

Oct 12: 16 / \$9,025.00

Nov 12: 49 / \$35,400.00

Sales Totals: 65 / \$44,425.00

Station Totals: 65 / \$44,425.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$44,425	CATV	0%	WOOD	100%	WOTV	0%	WWMT	0%	WXMI	0%
		WXSP	0%	WZPX	0%	WZZM	0%				

---COMPETITIVE COMMENTS---

WILL ADD COMP

Books null

Demos RA35+

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--- CREDIT RISK ---
CASH IN ADVANCE